

CLAIMS

We claim:

1 1. A system for trading media space, comprising:
2 a server node operatively connectable to user interfaces for receiving requests for
3 media space from buyers and offers of media space from sellers, said server comprising a set of
4 rules for matching one of the requests and one of the offers to form a matched request and offer
5 pair; and
6 a delivery system connected to said server node for facilitating delivery of media
7 content between the buyer and seller of the matched request and offer pair.

1 2. The system of claim 1, wherein said server node comprises means for
2 sending notice of the matched request and offer pair to said delivery system, and wherein said
3 delivery system comprises means for sending the media content of the one of the buyers of the
4 matched pair to the one of the sellers of the matched pair in response to the notice.

1 3. The system of claim 1, wherein said delivery system comprises a
2 switching node connected to said server node, a buyer's content database and a seller's content
3 database, wherein the media content is delivered from the buyer's content database to the seller's
4 content database via said switching node.

1 4. The system of claim 3, wherein said delivery system further comprises a
2 contents database connected to the switching node, means for receiving and storing the content
3 media from the buyer when the request is submitted to the server node and storing the content

4 media in the contents database, and means for delivering the content media from the contents
5 database to the one of the sellers of the matched pair via the switching node.

1 5. The system of claim 3, wherein said switching node is connected to said
2 buyer's content database and said seller's content database via a file transfer means.

1 6. The system of claim 3, wherein said switching node is connected to said
2 buyer content database and said seller content database via a file transfer means consisting of one
3 of an IP network and e-mail system.

1 7. The system of claim 3, wherein said delivery system further comprises a
2 contents database connected to the switching node, means for receiving and storing the offered
3 media content from the seller when the offer is submitted to the server node and storing the
4 offered media content in the contents database, and means for delivering the content media from
5 the buyer to the offer media content of the seller of the matched pair at the switching node.

1 8. The system of claim 1, wherein said server node is connectable to the
2 buyers and the sellers via a wide area communication network.

1 9. A method for trading media space, comprising the steps of:
2 receiving, at a server node, requests for media space from buyers and offers of
3 media space from sellers;
4 matching a request of one of the buyers and an offer of one of the sellers at the
5 server node that satisfy deal execution requirements to form a matched pair; and

6 delivering the media content from a first database of the one of the buyers of the
7 matched pair to a second database of the one of the sellers of the matched pair.

1 10. The method of claim 9, wherein a switching node is connected to the
2 server node and said step of delivering includes sending the media content from the first database
3 to the second database via the switching node.

1 11. The method of claim 10, wherein a contents database is connected directly
2 to the switching node and the first and second databases are connected to the switching node via
3 a file transfer means consisting of one of an IP network and e-mail system, and said method
4 includes the steps of downloading the content media from the first database to the contents
5 database when the request is transmitted to said server node and automatically sending the
6 content media from the contents database to the second database after said step of matching.

1 12. A memory comprising computer-readable instructions for trading media
2 space, comprising:
3 computer readable instructions for receiving, at a server node, requests for media
4 space from buyers and offers of media space from sellers; matching a request of one of the
5 buyers and an offer of one of the sellers at the server node that satisfy deal execution
6 requirements to form a matched pair, and delivering the media content from a first database of
7 the one of the buyers of the matched pair to a second database of the one of the sellers of the
8 matched pair.

1 13. The memory of claim 12, further comprising computer-readable
2 instructions for delivering the media content from the first database to the second database via a
3 switching node connected to the server node.

1 14. The method of claim 13, said computer-readable instructions further
2 comprising downloading the content media from the first database to a contents database
3 connected to said switching node when the request is transmitted to said server node and
4 automatically sending the content media from the contents database to the second database after
5 the request of the one of the buyers is matched with the offer of the one of the sellers.